



A New Atlanta-based Koh Young America Headquarters will Elevate the User Experience

With a crowd of partners, customers, and distinguished guests in support, Koh Young America unveiled its new ultramodern corporate headquarters for the Americas. Located in the Atlanta area, this new location will lay a foundation for an elevated user experience that will further elevate Koh Young America and its customers in the region and across the world. "It is an immense pleasure to personally welcome each of you to the grand opening of Koh Young's new Americas headquarters. It's an exciting time for Koh Young as we continue to evolve and grow, while still listening to our customers and the market for motivation and focus," opened Dr. Kwangill Koh, CEO and Founder of Koh Young Technology.



Official ribbon cutting and grand opening of Koh Young America's new Headquarters with Ramon Hernandez, Koh Young America, Country Manager Mexico and South America; Megan Lesko, Gwinnett Chamber of Commerce; Juan Arango, Managing Director, Koh Young America; Dr. Kwangill Koh, Founder & CEO, Koh Young Technology; Joel Scutchfield, Director of Sales, Koh Young America; Danny Han, Koh Young America, Technical Support Manager (L to R)

Relocating from Chandler, Arizona, the new 11,000SF facility located at 1950 Evergreen Boulevard in Duluth, Georgia houses corporate operations, applications, and customer support. The headquarters also includes dedicated training rooms and resources, as well as solder paste inspection (SPI), automated optical inspection (AOI), and automated pin inspect (API) machines for customer demonstrations and evaluations. Additionally, it is a showcase for our latest award-winning KSMART and Koh Young Process Optimizer (KPO) software that helps our customers understand and implement smart factory technologies.

During the grand opening event, guests toured the facility and received special presentations about three core elements to Koh Young America. Not only did the company explain how its current and future technologies will help solve manufacturing challenges, it talked about the design considerations and vision,



by outlining how each core section of the new facility will enhance the total user experience. The attendees learned about the Koh Young organizational vision, innovative technologies, and support infrastructure.

Growing Beyond Boundaries – Together

Juan Arango, Managing Director of Koh Young America commented, “We have been growing incredibly fast and sales have nearly tripled over the past few years. Whether it is our true 3D inspection equipment or our KSMART solutions, the electronics assembly market has clearly embraced our innovative technologies. While our award-winning technologies helped fuel this growth, our support network is still the backbone of our success.”



Koh Young America Managing Director, Juan Arango expressing his vision for the new Koh Young America Office with Koh Young Technologies founder Dr. Kwangill Koh (Center) and Joel Scutchfield, Director of Sales at Koh Young America (left)

While growing, Koh Young America has been expanding its service and support team with direct hires. Today, the company has nearly 50 employees focused on ensuring an outstanding user experience. Thanks to this focus, it continues to raise the standard of customer service. Moreover, Koh Young America is still growing. It continues to introduce innovative technologies, applications, and processes. “As customers join the Koh Young family, our new facility will ensure their success with dedicated training, service, and applications support. We are focused on creating a unique user experience, which is partially why we expanded to Atlanta,” stated Mr. Arango.

Koh Young conceived and designed the new Americas headquarters with the primary purpose of elevating its business to the next level and changing the user experience. By using this space, with its people, processes, and systems, Koh Young America is driven to deliver the best customer focus in the industry. But why relocate from Arizona to Georgia? Simple: location. The Hartsfield Jackson International Airport in Atlanta is one of the world’s busiest airport, which provides easy access for our customers and guests. including direct flights to our corporate headquarters in Seoul, Korea. In fact, Atlanta has the third largest



Korean population in the United States. As we continue to grow, access to bi-lingual talent will simplify communication with our development, planning, and support teams based in Korea. Besides global brands like Coca-Cola and Delta Airlines, Atlanta is home to many electronics manufacturing industry leaders. This proximity to other suppliers will help with our collaboration and integration efforts. Plus, there is significant emerging talent from local universities. The decision to relocate to Atlanta was clear.

Innovations to Guide Your Success

As mentioned, though, innovations have been a major driver behind our robust growth. Since introducing the world's first 2-way 3D SPI in 2004, Koh Young has continued pushing into new frontiers and driving innovation across many industries. With our unique, innovative culture, we continue to raise industry expectations with disruptive technologies that challenge the limits of inspection and measurement.

Koh Young products and technologies have earned numerous industry awards including the prestigious New Product Introduction (NPI) and Vision Awards for process innovation and design excellence. Both Mexico EMS and Circuits Assembly recently recognized several of our hardware and software solutions as Best-in-Class with multiple awards.



Award-winning Koh Young innovations continue to set the industry benchmark for electronics measurement and inspection

Additionally, Koh Young was honored by Financial Times as a High-Growth Company in Asia-Pacific, and the Korean Exchange Industry awarded Koh Young the "Hidden Champion in KOSDAQ – Korea's Best Small and Strong Companies for the World." The Hidden Champion Award recognizes small companies who



achieve and maintain market dominant positions. Most recently, Koh Young was named one of the 10 Most Innovative Smart Factory Solution Providers to Watch in 2019 and earned a position in “Headlines 500”, an annual list of the fastest-growing U.S. companies.

Yet, without a dedicated facility to showcase these innovations, the true potential may not be realized. The new facilities in Atlanta, includes a dedicated showroom where customers can truly verify Koh Young innovations. The showroom is based on three tiers of complexity.

The first tier is for demonstrations. In this situation, the showroom provides an opportunity for interested customers to observe, understand, and discuss various machine and software solutions with an expert in person or via web. We can even log into these machines remotely for an online demo with a customer. In short, the first tier is focused on demonstrations that allow customers to explore the models, options, and software modules to define the ideal solution for a given environment.

The second tier is for evaluations. In this scenario, the customer can assess system performance in a controlled environment against a range of conditions to ensure system capabilities. This approach provides a comprehensive evaluation of user-defined aspects like programming, cycle time, accuracy, repeatability, and much more.

The final tier is focused on applications. In this tier of analysis, the company can deliver thorough application-specific benchmarking to provide detailed performance metrics. Since there are various models in the showroom, customers can test across a range of available inspection platforms and software modules for a specific customer application, pending new product, or anticipated production challenge.

Lastly, this showroom provides an internal opportunity to locally validate and experiment with new systems, features, and software developments at the end of the development process. This final opportunity provides a chance for internal familiarization of new offering to ensure we meet customer expectations and requirements with a high degree of confidence. Without question, the capabilities of the new Koh Young America showroom will help elevate the user experience.

“The new demo room is fantastic - and very appropriately so, given the sophisticated technology Koh Young provides to our industry,” commented Chris Shea, distinguished industry expert and owner of Shea Engineering.



Koh Young America demonstration capabilities include the entire product portfolio including the award-winning KSMART software suite for data management, statistical analysis, and process optimization

Elevating the User Experience

The entire team is pursuing a single goal. Koh Young wants to develop the world's best product while contributing to the evolution of society in a collaborative environment where risk and failure are viewed as opportunities to learn and grow. Driven by its innovative culture, Koh Young will continue leading the inspection market with pioneering solutions. At the new Koh Young Training Center in Atlanta, customers will learn how to expand its productivity and reduce its costs with a better process using our innovations.

Koh Young America is training with a purpose and the design of our new dedicated training spaces confirm this endeavor. During the build-out of the new facility, Koh Young America considered three aspects: place, people, and process. The resulting experience will prove useful to help our customers increase their knowledge.



Training with a purpose in the Koh Young America Training Center, which includes dedicated resources in two separate rooms to maximize knowledge sharing and retention for the students

Besides considering a relocation to Atlanta for access, Koh Young reevaluated the environment and created a state-of-the-art training facility that will maximize customer learning. With the new classrooms, the dedicated trainers can deliver the content in a comfortable environment that is isolated from the distractions of a production floor and shared facility. Each of the dedicated training rooms are outfitted with inspection machines, computers, and all the software necessary for a valuable hands-on learning approach. Yet, the showroom can also be used to supplement learning opportunities. The company will maintain an efficient instructor to student ratio to ensure retention and delivery.



Once the environment was defined, Koh Young considered the scope of training. With dedicated resources for customer training in the new headquarters, a conscious decision was taken to complement its standard onsite training class with a team of engineers dedicated to elevating the advanced training courses with updated content. The team will regularly review training requirements for the new machines, options, and software tools being developed by our product planning team in Korea. This focus will ensure Koh Young America delivers a consistent level of excellence on new features and advancements using trending delivery techniques. Finally, the facility will implement an effective and efficient regional training program to further cross-train the Koh Young America Technical Support team. This step will help further ensure company-wide information updates are delivered on the latest offerings.

Finally, it reviewed the process. Koh Young will refine its classroom learning techniques and continue to supplement teachings with appropriate hands-on activities using the dedicate training machines. This will help create a delivery system that ensures key material is both covered and understood by the attendees. Furthermore, Koh Young will regularly revise its training documentation and reference materials to enhance program effectivity. Furthermore, each class will conclude with a formal test that ensures “Proof of Competency” at the end class. Koh Young has always maintained the highest level of standard and professionalism for its training opportunities and this new focus will help us further elevate the user experience with best-in-class training.

Next Chapter for Koh Young America

Throughout the grand opening, the attendees received a glimpse into the next chapter at Koh Young America. The opportunity to see all the capabilities and understand its vision make it clear Koh Young America has great plans. Without question, Koh Young America is poised for success to be the ideal partner to help electronics manufacturers optimize the process for high yield, production excellence, and maximum profitability. Joel Scutchfield, Director of Sales at Koh Young America recapped the day with, “Thank you Dr. Koh for providing Koh Young America the opportunity to execute this vision to create an advanced command center for the Americas that is focused on the user experience.” Welcome to the next chapter in Koh Young America.



About Koh Young

Koh Young Technology Inc., the leading 3D measurement-based inspection equipment and solutions provider, performs an essential role for quality control and process optimization across a growing set of industries including printed circuit board assembly, machining and assembly process manufacturing, semiconductor manufacturing, and various medical fields. In addition to its corporate headquarters in Seoul, Koh Young has sales and support offices in Germany, Japan, Singapore, China, Mexico, and the United States. These local facilities ensure it sustains a close relationship with its growing customer base, while providing them with access to a global network of inspection and measurement experts.

For More Information

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